

ABSTRACT

Disclosed are systems and methods which establish a referral gateway for facilitating multi-media content, or other rich content, exchange among users and user devices.

Embodiments connect a WLAN, or any specific local area network, with a mobile cellular network for efficiently transmitting messages including rich content. In operation, a sending user does not need to download particular content to form a message, but instead sends a code to a referral gateway which compiles the message and arranges for delivery, such as over a fixed network, a cellular network, etcetera. Using such systems and methods neither the receiver nor the sender are limited by their respective network and/or user device capabilities.